



APPENDIX A

Presentation of a Proposed Count Pursuant to 37 C.F.R. § 1.607(a)(2)

PROPOSED COUNT A

An audience measurement method for digital programming, comprising the steps of:

extracting at least one identification code from at least one digital multiplexed stream of a first program when reception of the first program by a receiver begins;

recording the at least one identification code and the time that reception of the first program begins;

extracting at least one identification code from at least one digital multiplexed stream of any subsequent program when reception of the subsequent program by the receiver begins; and

recording the at least one identification code and the time that reception of the subsequent program begins.

OR

An audience rating system for digital television and radio, or a system for recording reception of pay programs on digital television and radio, comprising the steps of:

extracting at least one identification code for at least one digital stream of a first channel, from a control stream of a multiplexed digital transmission, when reception of the first channel by a receiver begins;

recording at least one identification code extracted and thus time reception of the first channel begins;

extracting at least one identification code for at least one digital stream of any subsequent channel, from the control stream of the multiplexed digital transmission, when reception of the subsequent channel by the receiver begins; and

recording at least one identification code extracted and the time reception of the subsequent channel begins.

OR

An apparatus for audience rating of digital television and radio, comprising:

- means for extracting at least one identification code for at least one digital stream of a first channel, from a control stream of a multiplexed digital transmission, when reception of the first channel by a receiver begins;
- means for recording at least one identification code extracted and the time reception of the first channel begins;
- means for extracting at least one identification code for at least one digital stream of any subsequent channel, from the control stream of the multiplexed digital transmission, when reception of the subsequent channel by the receiver begins; and
- means for recording at least one identification code extracted and the time reception of the subsequent channel begins.